## Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GENER	RAL INC									
Form 4										
April 17, 2008										
FORM 4		~~	~~~~~		~~~			PPROVAL		
UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								NOMB Number:	3235-0287	
Check this bo if no longer subject to Section 16. Form 4 or Form 5	STATEM	<b>IENT OF</b>		SECUI	Expires: Estimated a burden hou response	irs per				
obligations may continue <i>See</i> Instructio 1(b).	Section 17(	a) of the H	Public U	tility Hol	ding Con		of 1935 or Section	on		
(Print or Type Resp	onses)									
1. Name and Addre ASHE O REID	2. Issuer Name <b>and</b> Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer					
	(First) (1	Middle)					(Check all applicable)			
(Last) 333 EAST FRA	3. Date of Earliest Transaction (Month/Day/Year) 04/15/2008				X Director 10% Owner X Officer (give title Other (specify below) below) Exec. Vice President and COO					
	4. If Amendment, Date Original Filed(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person						
RICHMOND, V	VA 23219						Form filed by Person	More than One Re	eporting	
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	Acquired, Disposed of	of, or Beneficial	lly Owned	
	ransaction Date nth/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	Code (Instr. 8)	4. Securiti mAcquired Disposed (Instr. 3, 4)	(A) or of (D)	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Pamindar: Panarta	n a constation	for each al	of som				or indirectly			
Reminder: Report o	n a separate nne	tor each cla	ass of sec	annes bene	Perso inform requir	ns who rest nation cont ed to resp ys a curre	or indirectly. spond to the colle tained in this form ond unless the for ntly valid OMB co	are not rm	SEC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acqui (A) of Dispo of (D) (Instr	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					(Instr. 5)
			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	04/15/2008	А	213		(2)	(2)	Class A Common Stock	213	\$ 0

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
1	Director	10% Owner	Officer	Other				
ASHE O REID 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		Exec. Vice President and COO					
Signatures								
/s/ O. Reid Ashe Jr., by George L. Mahoney, Attorney-in-fact			04/17/2008					

\*\*Signature of Reporting Person

Date

## **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Units acquired under Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 86,900 non-derivative Class A common shares are held directly and 3,096 non-derivative Class A common shares are held indirectly.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.